

Massillon City Health Department 2019-2020 QI Project: Improve Customer Service Results on Ease of Finding Building Location

Plan

Aim Statement

By April 1, 2020 the baseline customer service survey satisfaction results on the ease of find the location will be 4.75 or above.

Examine the current approach

The Health Department has poor signage with another entities name and logo on the building the Health Department is housed in. This often causes confusion for new customers and clients. The Health Department are tenants of the building and have minimal opportunities to increase or change signage.

This project will examine how increased public awareness via flyers, poster, social media posts, and building signage with Health Department name and logo, will increase the baseline customer service survey satisfaction results.

Collect baseline data

Baseline data was collected to assess the customer service survey satisfaction results on ease of finding the location. Data was collected and available to assess pre and post trends of interventions. See table to the right reflecting customer survey satisfaction results.

Identify Potential solutions

Increasing public awareness via flyers, poster, social media posts and potential building signage will increase ability for customers to find the location of the Health Department.

Develop an Improvement Theory

By the Health Department increasing their media presence via social media, website, print publications, and building signage this will increase overall customer service satisfaction results on the ease of finding the location of the building.

Study

Health Department Location Survey Results 2019-2020

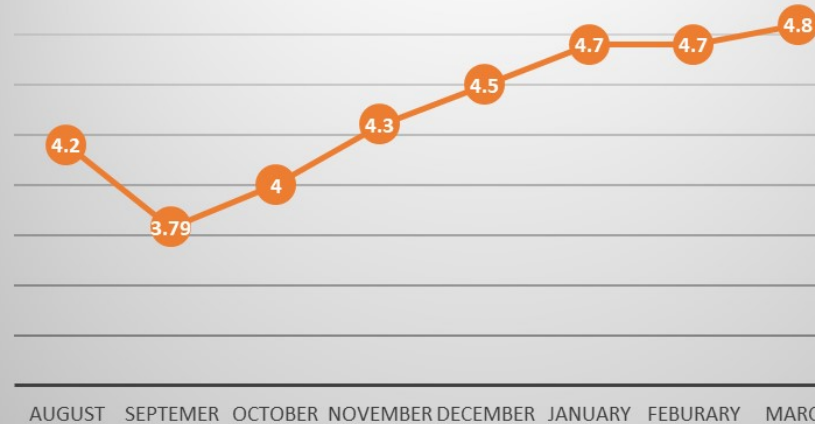


Table 1

Do

Test the Theory

Beginning November 1, 2019 the Health Department will distribute information to targeted audiences via social media, website, and print publications that contain a map, written directions, and a photo of the Health Department building. By February 1st, 2020 one additional sign with Health department name and logo will be added to the outside of the building.

Collect and Document Data

Customer Service Survey Results on ease of finding building location were gathered from Aug 1st, 2019 to March 1, 2020 and are shown in attached table 1. Result revealed in increase in ease of finding the building

Act

Establish Future Plans

MCHD plans to adopt monitoring awareness of services based on this project's success. Quarterly the Health Department will continuously increase information distribution to current and new locations including schools, charities, government entities as well increased social media post

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